Appl. No. 10/789,455
Amdt. dated January 10, 2007
Reply to Office Action of October 11, 2006

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method for ordering a plurality of presentation instruments in a single order, comprising:

receiving at a host computer system a request from a purchaser to order the plurality of presentation instruments, wherein a presentation instrument comprises a physical device usable to settle a financial transaction;

sending one or more files that are executable by a computer of the purchaser to produce one or more corresponding display screens programmed to collect purchase information relating to the plurality of presentation instruments;

receiving at the host computer system the purchase information from the purchaser, wherein the purchase information comprises a recipient information file and wherein the purchase information comprises an order for a plurality of presentation instruments that comprise gift cards, at least some of which have different values associated therewith; and

transmitting from the host computer system a user identifier which allows a user to access usage information relating to a presentation instrument;

delivering the presentation instruments in accordance with the purchase information.

receiving at the host computer system the user identifier and a request from the user to view the usage information; and

sending a file to a computer of the user, wherein the file comprises the usage information.

2.   (Canceled)

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3.   (Original) The method of claim 1, wherein delivering the presentation instruments in accordance with the purchase information comprises delivering the presentation instruments to each of a plurality of recipients.

4.   (Original) The method of claim 1, wherein delivering the presentation instruments in accordance with the purchase information comprises delivering the presentation instruments to the purchaser.

5.   (Original) The method of claim 1, wherein delivering the presentation instruments in accordance with the purchase information comprises delivering the presentation instruments to a designee of the purchaser.

6.   (Canceled)

7.   (Original) The method of claim 1, wherein the recipient information file comprises a selection from the group consisting of a spread sheet, a text file, and a data file.

8.   (Original) The method of claim 1, wherein the purchase information comprises a message to be embossed on each card.

9.   (Original) The method of claim 1, purchase information comprises a recipient name to be embossed on each card.

10.   (Currently Amended) A method for ordering a plurality of presentation instruments in a single order, comprising:

receiving at a host computer system a request from a purchaser to order the plurality of presentation instruments, wherein the presentation instruments comprise non-personalized cards usable to settle financial transactions;

sending one or more files that are executable by a computer of the purchaser to produce one or more corresponding display screens programmed to collect purchase information relating to the plurality of presentation instruments;

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receiving at the host computer system the purchase information from the purchaser, and wherein the purchase information comprises an order for a plurality of presentation instruments that comprise gift cards, at least some of which have different values associated therewith; ~~and~~

transmitting from the host computer system a user identifier which allows a user to access usage information relating to a presentation instrument;

delivering the presentation instruments in accordance with the purchase information;

receiving at the host computer system the user identifier and a request from the user to view the usage information; and

sending a file to a computer of the user, wherein the file comprises the usage information.

11.   (Canceled)

12.   (Canceled)

13.   (Currently Amended) A system for processing orders for a plurality of presentation instruments ordered simultaneously, comprising:

a computing device programmed to:

receive a request from a purchaser computer to order the plurality of presentation instruments, wherein a presentation instrument comprises a physical device usable to settle a financial transaction;

send one or more files that are executable by a computer of the purchaser to produce one or more corresponding display screens programmed to collect purchase information relating to the plurality of presentation instruments;

receive the purchase information from the purchaser computer, wherein the purchase information comprises an order for a plurality of presentation instruments that comprise gift cards, at least some of which have different values associated therewith; and

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send at least a portion of the purchase information to a presentation instrument production system; **and**

a usage information system programmed to:

transmit a user identifier which allows a user to access usage information relating to a presentation instrument;

receive the user identifier and a request from the user to view the usage information; and

send a file to a computer of the user, wherein the file comprises the usage information.

14. (Canceled)

15. (Original) The system of claim 13, wherein the purchase information comprises a message to be embossed on each card.

16. (Original) The system of claim 13, wherein the purchase information comprises a recipient name to be embossed on each card.

17. (Original) The system of claim 13, wherein the purchase information comprises a recipient information file.

18. (Original) The system of claim 17, wherein the recipient information file comprises a selection from the group consisting of a spread sheet, a text file, and a data file.

19. (Canceled)

20. (Original) The system of claim 13, wherein the presentation instruments comprise non-personalized cards.

21. (Currently Amended) A method of purchasing a plurality of presentation instruments in a single order, comprising:

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sending to a host computer system from a purchaser computer a request to order the plurality of presentation instruments, wherein a presentation instrument comprises a physical device usable to settle a financial transaction;

receiving from the host computer system at the purchaser computer one or more files that are executable by the purchaser computer to produce one or more corresponding display screens programmed to collect purchase information relating to the plurality of presentation instruments; ~~and~~

sending the purchase information from the purchaser computer to the host computer system, wherein the purchase information comprises a recipient information file and wherein the purchase information comprises an order for a plurality of presentation instruments that comprise gift cards, at least some of which have different values associated therewith;

receiving from the host computer system a user identifier which allows a user to access usage information relating to a presentation instrument;

sending to the host computer system the user identifier and a request from the user to view the usage information; and

receiving a file comprising the usage information.

22.   (Original) The method of claim 21, further comprising receiving the presentation instruments in accordance with the purchase information.

23.   (Canceled)

24.   (Canceled)

25.   (Original) The method of claim 21, wherein the recipient information file comprises a selection from the group consisting of a spread sheet, a text file, and a data file.

26.   (Original) The method of claim 21, wherein the purchase information comprises a message to be embossed on each card.

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27.   (Original) The method of claim 21, purchase information comprises a recipient name to be embossed on each card.